

Station WAVY-TV NORFOLK, VA.
Advertiser () DSCC IE
Product D.S.C.C. IE
Estimate# 1539
Buyer Dan Nagelberg
Phone#
Fax#

Agency () GREAT AMERICAN MEDIA
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 49/53/1539
Flight Dates 09/25/2012 - 10/08/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () ANJIE BRADY
Salesperson Phone# 215-567-6005
Salesperson FAX# 215-567-5938

--- CONTRACT COMMENT ---

CLIENT: DEMOCRATIC SENATORIAL CAMPAIGN COMMITTEE SC=*

--- REMARKS ---

THIS IS A NEW ISSUE ORDER
CONTRACT TOTAL IS \$120,000
PLS CONFIRM ASAP
THANKS ANJIE FOR ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
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	1	TU-F	9A-10A	TODAY SHOW 2	:30	\$500.00	09/25-09/28	4	1	4	\$2,000.00	
	2	TU-F	10A-11A	TODAY SHOW 3	:30	\$400.00	09/25-09/28	4	1	4	\$1,600.00	
	3	TU-F	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	09/25-09/28	4	1	4	\$800.00	
	4	TU-F	12P-1P	NOON NEWS	:30	\$300.00	09/25-09/28	4	1	4	\$1,200.00	
	5	TU-F	1P-2P	DAYS OF OUR LIVES	:30	\$350.00	09/25-09/28	4	1	4	\$1,400.00	
	6	TU-F	2P-3P	THE DOCTORS	:30	\$200.00	09/25-09/28	4	1	4	\$800.00	
	7	TU-F	4P-5P	ANDERSON COOPER	:30	\$450.00	09/25-09/28	4	1	4	\$1,800.00	
	8	TU-F	5A-6A	EARLY AM NEWS	:30	\$700.00	09/25-09/28	4	1	4	\$2,800.00	
	9	TU-F	7A-9A	TODAY SHOW	:30	\$2,000.00	09/25-09/28	1	1	1	\$2,000.00	
	10	SA	6A-7A	SATURDAY EARLY AM NEWS	:30	\$500.00	09/29-10/06	1	2	2	\$1,000.00	
	11	SA	7A-8A	SATURDAY AM NEWS	:30	\$800.00	09/29-10/06	1	2	2	\$1,600.00	

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	12	SA	8A-10A	SATURDAY TODAY SHOW	:30	\$1,200.00	09/29-10/06	1	2	2	\$2,400.00	
	13	SU	6A-7A	SUNDAY EARLY AM NEWS	:30	\$500.00	09/30-10/07	1	2	2	\$1,000.00	
	14	SU	7A-8A	SUNDAY AM NEWS	:30	\$800.00	09/30-10/07	1	2	2	\$1,600.00	
	15	SU	8A-9A	SUNDAY TODAY SHOW	:30	\$1,200.00	09/30-10/07	1	2	2	\$2,400.00	
	16	TU-F	5P-530P	5PM NEWS	:30	\$1,800.00	09/25-09/28	2	1	2	\$3,600.00	
	17	TU-F	530P-6P	530PM NEWS	:30	\$1,800.00	09/25-09/28	2	1	2	\$3,600.00	
	18	TU-F	6P-630P	6PM NEWS	:30	\$2,000.00	09/25-09/28	2	1	2	\$4,000.00	
	19	SA	6P-630P	SATURDAY 6PM NEWS	:30	\$500.00	10/06-10/06	1	1	1	\$500.00	
	20	SU	6P-7P	SUNDAY 6PM NEWS	:30	\$500.00	10/07-10/07	1	1	1	\$500.00	
	21	TU-F	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	09/25-09/28	2	1	2	\$1,000.00	
	22	SA	1130P-1A	SATURDAY NIGHT LIVE	:30	\$800.00	09/29-10/06	1	2	2	\$1,600.00	
	23	TU-F	11P-1135P	LATE NEWS	:30	\$2,000.00	09/25-09/28	2	1	2	\$4,000.00	
	24	SA	11P-1130P	SATURDAY LATE NEWS	:30	\$2,000.00	09/29-10/06	1	2	2	\$4,000.00	
	25	TU-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	09/25-09/28	2	1	2	\$3,000.00	
	26	TU-F	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	09/25-09/28	2	1	2	\$3,000.00	
	27	SA	7P-8P	ENTERTAINMENT THIS WEEK	:30	\$300.00	09/29-10/06	1	2	2	\$600.00	

Showing Buylines: All Lines

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---	---	---	---	-----	---	---	-----	-----	---	---	-----	---
	28	TU	8P-9P	THE VOICE	:30	\$4,000.00	09/25-09/25	1	1	1	\$4,000.00	
	29	F	8P-9P	WHITNEY/COMMUNITY	:30	\$800.00	09/28-09/28	1	1	1	\$800.00	
	30	TU-F	1235A-135A	JIMMY FALLON	:30	\$150.00	09/25-09/28	4	1	4	\$600.00	
	31	SA	730P-11P	NOTRE DAME/UNIV. OF MIAMI	:30	\$1,000.00	10/06-10/06	3	1	3	\$3,000.00	
	32	M-F	9A-10A	TODAY SHOW 2	:30	\$500.00	10/01-10/05	5	1	5	\$2,500.00	
	33	M	9A-10A	TODAY SHOW 2	:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
	34	M-F	10A-11A	TODAY SHOW 3	:30	\$400.00	10/01-10/05	5	1	5	\$2,000.00	
	35	M	10A-11A	TODAY SHOW 3	:30	\$400.00	10/08-10/08	1	1	1	\$400.00	
	36	M-F	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/01-10/05	5	1	5	\$1,000.00	
	37	M	11A-12P	HAMPTON ROADS SHOW	:30	\$200.00	10/08-10/08	1	1	1	\$200.00	
	38	M-F	12P-1P	NOON NEWS	:30	\$300.00	10/01-10/05	5	1	5	\$1,500.00	
	39	M	12P-1P	NOON NEWS	:30	\$300.00	10/08-10/08	1	1	1	\$300.00	
	40	M-F	1P-2P	DAYS OF OUR LIVES	:30	\$500.00	10/01-10/05	3	1	3	\$1,500.00	
	41	M	1P-2P	DAYS OF OUR LIVES	:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
	42	M-F	2P-3P	THE DOCTORS	:30	\$200.00	10/01-10/05	5	1	5	\$1,000.00	
	43	M	2P-3P	THE DOCTORS	:30	\$200.00	10/08-10/08	1	1	1	\$200.00	

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---	---	---	---	-----	---	---	---	---	---	---	---	---
	44	M-F	4P-5P	ANDERSON COOPER	:30	\$500.00	10/01-10/05	3	1	3	\$1,500.00	
	45	M	4P-5P	ANDERSON COOPER	:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
	46	M-F	5A-6A	EARLY AM NEWS	:30	\$700.00	10/01-10/05	5	1	5	\$3,500.00	
	47	M	5A-6A	EARLY AM NEWS	:30	\$700.00	10/08-10/08	2	1	2	\$1,400.00	
	48	M-F	7A-9A	TODAY SHOW	:30	\$2,000.00	10/01-10/05	2	1	2	\$4,000.00	
	49	M	7A-9A	TODAY SHOW	:30	\$2,000.00	10/08-10/08	1	1	1	\$2,000.00	
	50	M-F	5P-530P	5PM NEWS	:30	\$1,500.00	10/01-10/05	2	1	2	\$3,000.00	
	51	M	5P-530P	5PM NEWS	:30	\$1,500.00	10/08-10/08	1	1	1	\$1,500.00	
	52	M-F	530P-6P	530PM NEWS	:30	\$1,500.00	10/01-10/05	2	1	2	\$3,000.00	
	53	M	530P-6P	530PM NEWS	:30	\$1,500.00	10/08-10/08	1	1	1	\$1,500.00	
	54	M-F	6P-630P	6PM NEWS	:30	\$2,000.00	10/01-10/05	2	1	2	\$4,000.00	
	55	M	6P-630P	6PM NEWS	:30	\$2,000.00	10/08-10/08	1	1	1	\$2,000.00	
	56	M-F	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/01-10/05	2	1	2	\$1,000.00	
	57	M	1135P-1235A	THE TONIGHT SHOW	:30	\$500.00	10/08-10/08	1	1	1	\$500.00	
	58	M-F	11P-1135P	LATE NEWS	:30	\$2,000.00	10/01-10/05	2	1	2	\$4,000.00	
	59	M	11P-1135P	LATE NEWS	:30	\$2,000.00	10/08-10/08	1	1	1	\$2,000.00	

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	60	M-F	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/01-10/05	2	1	2	\$3,000.00	
	61	M	7P-730P	ENTERTAINMENT TONIGHT	:30	\$1,500.00	10/08-10/08	1	1	1	\$1,500.00	
	62	M-F	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	10/01-10/05	2	1	2	\$3,000.00	
	63	M	730P-8P	ACCESS HOLLYWOOD	:30	\$1,500.00	10/08-10/08	1	1	1	\$1,500.00	
	64	F	8P-9P	WHITNEY/COMMUNITY	:30	\$900.00	10/05-10/05	1	1	1	\$900.00	
	65	M-F	1235A-135A	JIMMY FALLON	:30	\$150.00	10/01-10/05	5	1	5	\$750.00	
	66	M	1235A-135A	JIMMY FALLON	:30	\$150.00	10/08-10/08	1	1	1	\$150.00	

---REPORT TOTALS---

Report Totals: 152 / \$120,000.00

---SALES MONTHLY TOTALS---

Sep 12: 62 / \$50,100.00 Oct 12: 90 / \$69,900.00
Sales Totals: 152 / \$120,000.00
Station Totals: 152 / \$120,000.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$285,714	CATV 0%	WAVY 42%	WGNT 5%	WPXV 0%	WTKR 22%
		WTVZ 2%	WVBT 12%	WVEC 17%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

EC'd Yes Last Received: 08/29/2012 2:06 PM Showing Buylines: All Lines

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Books NOV11, MAY12, ENOV12

Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE